WEBINAR
Supremacy

The Step-By-Step Guide On How To Prepare, Present, Host, And Execute a Successful Webinar

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Introduction

Webinars have become one of the most popular ways to promote a business in the past few years. They are so effective because they provide an immersiveness that other forums of media do not and attendees get real-time information delivered straight to them, not to mention the interactivity of question-and-answer sessions. According to the Adobe Software blog, webinars rank in the top three of the content delivery methods out there.

If you are reading this book and have no idea what the word 'webinar' actually means, it is a method of communicating to a group via a specific platform, with the ability to share information with them like voice, text, slides, multimedia and more. Webinar is a play off of the word 'seminar' because that's what a webinar basically is – a seminar for the web.

Chapter 1: The Tools of the Trade

In order to run a successful webinar, you are going to need some tools. There are certain pieces of hardware and software that are required to host a successful webinar and understanding what they are, and how to use them properly is going to allow you to become a better webinar host.

Your Internet Connection

Let's start with your internet connection. This is definitely an important aspect of webinars because your data is going to be streamed to dozens or hundreds of people and you can't have that data dropping out at inconvenient points. It isn't good for your business.

So make sure that your internet connection is super-fast, say around 10 mbps minimum, and that you use a wired connection. Don't connect with Wi-Fi because it is much more unstable than a LAN connection. This means that you are going to have to do the webinar in your home or office, somewhere that you have access to the model and can plug in a LAN cable that allows you to directly connect.

If you have to, you can use Wi-Fi, but just keep in mind that your data may not get through to all of your attendees every time. Most of the time, people will let you know that they didn't hear you or catch the last concept you were talking about, but if it happens too often too a multitude of people attending your webinar, you will find very few that want to return for a future session.